

# Willard Hamner

age: 25

residence: Greenville, South Carolina

education: College

occupation: Panera Bread

marital status: Taken



*"That is definitely orange not yellow"*

Color blind student who works a lot with technology

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- -Be able to successfully complete a captcha
- -Protective of their privacy
- -No complex color recognition

## Values

- -Safety
- -Ease of completion
- -Privacy

## Criteria For Success:

Needs to be able to complete captchas successfully to access all of their technology

## Wants

- -Captchas that are fun
- -A loving relationship

## Fears

- -Unable to bypass a captcha to use their favorite site
- -Government control of all of his information

# Mark Jones

age: 30

residence: Garland,TX

education: Computer Science Degree

occupation: Epic Games Fortnite Developer

marital status: Married with kids



*"Education is important but Fortnite is importanter"*

While I do enjoy Captcha's and what they do, I am somewhat annoyed by how time consuming it can be. My job requires a lot of accounts and passwords, and doing a Captcha every time I log in can get tedious.

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## Needs

- My wife's love
- Working on Fortnite, instead of some lame game like Fall Guys

## Values

- High level planning
- Work hard and play harder

## Criteria For Success:

In order to be successful, I have to climb the ladder at Epic Games and become the Vice President of Fortnite.

## Wants

- No work on Fridays
- Working from home
- Captcha's that are easier to complete and less time consuming

## Fears

- Failure to climb the positions at work
- Getting fired
- Being called a robot by a Captcha

# Boe Jiden

age: 24

residence: Mobile, Alabama

education: Bachelors in Computer Science

occupation: Software Developer

marital status: divorced three times

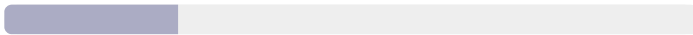


*"If they can't do it, I can't"*

I am a junior developer at a new startup that is redoing Captchas. I enjoy outsourcing my work to foreign employees so I have time to win the company ping-pong tournaments. This relaxation makes me a better coder.

## Comfort With Technology

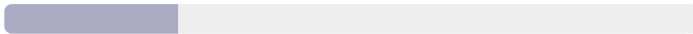
INTERNET



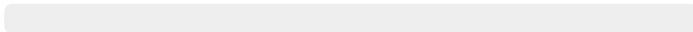
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

A nice work enviroment.

## Needs

- Ample computer access
- A working captcha product
- A development team
- Money

## Values

- Integrity
- Easy UI
- Waking up

## Wants

- An easier solution to captchas
- To take down google (they rejected me)
- To make lots of ad revenue

## Fears

- Google
- The demon in my closet
- Failing my boss

# Richard John

age: 93

residence: Unknown

education: Dent Middle School

occupation: Internet Scammer

marital status: Not married, 3 Children, 15 Grandchildren, 1 Great-Grandchild



*"These captchas are so easy for my bots to beat!"*

Richard spends his day scamming people his own age online. He does this to great effect with his botnet.

## Comfort With Technology

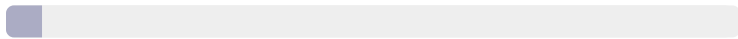
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Money to support children/grandchildren
- Easy captchas so his botnet can fool them.

## Values

- A good box of illegal substances
- Unbreakable moral compass

## Criteria For Success:

To be successful, Richard needs to scam at least 100 old ladies a day! This is because he has to provide for his family.

## Wants

- To start trying to scam younger people
- To buy big Christmas presents for his family

## Fears

- Getting caught by the Feds
- Not being able to provide for his family